

Annotation

The diploma thesis “Gender differences in risk attitude among Czech high school students“ discusses how people deal with risk in everyday life. The first part of the paper investigates the forming of risk perception, and the factors that influence the process. Social and cultural structures are of high importance, but also individual factors (such as gender or personal experiences) as well as media representation matter. Risk perception plays a key role in decision-making in situations dealing with uncertainty and the paper asserts that it is possible to model risk behaviour and make predictions accordingly. The second part of the paper presents research on risk attitudes among Czech high school students. It deals with gender differences and students’ willingness to risk in three key domains: social, health and leisure time. The model used in the paper focuses on students’ willingness to participate in a given activity, their perception of the probability of negative outcomes, and the degree of pleasure derived from the activity. Research indicates that a) men are more willing to risk in health and leisure time related activities, whereas women are more daring in social activities; b) students coming from academically oriented schools are more willing to risk in social activities than students from practically oriented schools; c) men are less sensitive to negative outcome possibilities than women, especially in health related activities; d) willingness to participate in leisure time related activities with possible risk outcomes is influenced mainly by the perceived pleasure derived from the activity. The research concludes by suggesting a possibility of media influence on high school students’ risk attitudes.